

OECOP

**Organizational Excellence
Community of Practice**

Quarterly Meeting | July 27, 2022



**Storytelling and Improv
for
Impact in the Workplace**

2022 **OEC**CoP Theme: Learn-Plan-Implement

Summer topic: **Storytelling and Improv for Impact**

Agenda



OECOP Announcements

Guest Speakers

Anca Castillo on Storytelling

Jessica Klemm on Improv

Open Discussion / Q & A

OECOP

Announcements



Association of Change Management Professionals

Danielle Steele

and

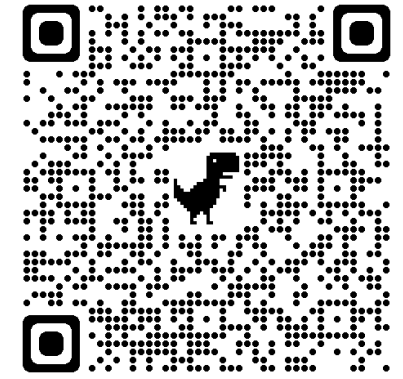
Leadership & Workforce Development

Kristen Young



Level-Up Labs

Scan to submit
Interest Form
(ASU Sign-In Required)



Summer 2022: Brain-Based Leadership

- **Why:** Learn, connect, and grow – starting with ourselves
- **How:** One 80min Lab followed by three 50min Labs – all Zoom
- **What:** Dialogue centered around “Your Brain at Work” podcasts
- **Who:** Small cohort of peers grouped by interest, not function; welcomed by name, not title

OECOP

Organizational Excellence
Community of Practice

Business Analysts Community of Practice - BACoP

Davin Nathanson

BACoP Book Club – Virtual Coffee Chat

Friday, July 29 – 10am-11am



OECOP networking events

Join us for an **VIBE** event on Tuesday, August 30.

4:30-6:00pm

Devil's Advocate

955 E University Dr, Tempe

Register on the **#opo-oecop slack channel**



OECOP networking events

Upcoming: **ZOOM NETWORKING**

October 11, 2022 – 10am

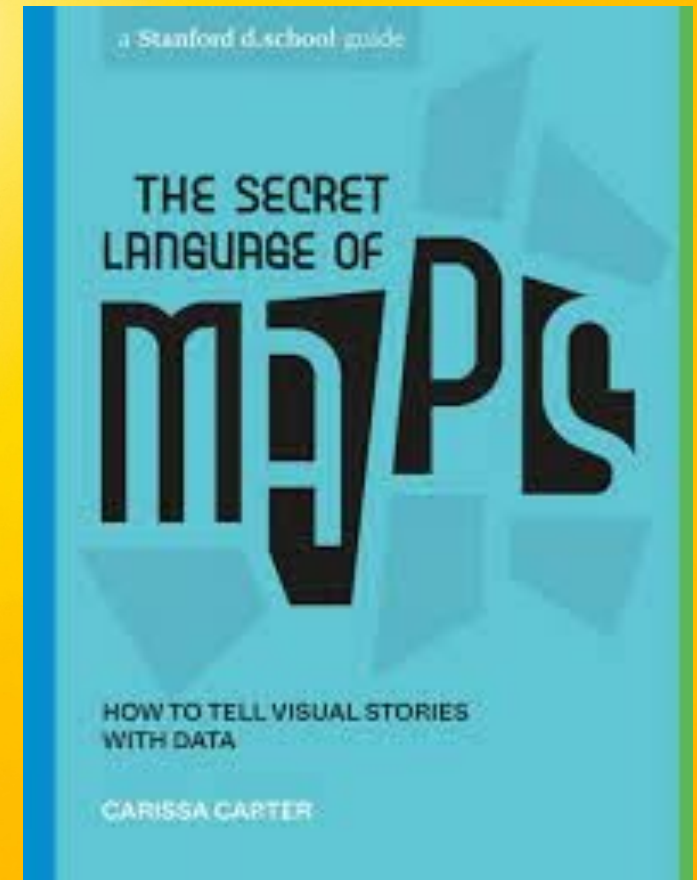
“Celebrity Guest” from ASU
leadership:

Minu Ipe
Managing Director and Vice Chair
University Design Institute

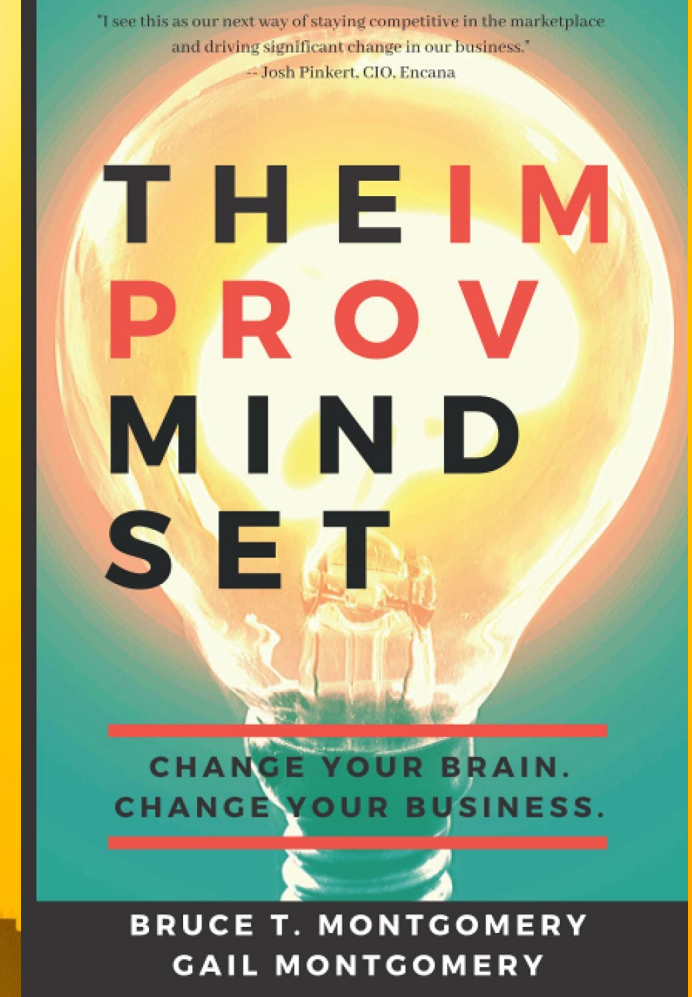


*Register on the **#opo-oecop slack channel***

OECOP book recommendation



OECOP book recommendation



OECOP

Presentation



Storytelling & Improv for Impact

In the workplace



Presenter

Anca Castillo

Innovation & Design Fellow

University Design Institute



ANCA
CASTILLO

Designer &

Executive Storytelling Coach

Presenter

Jessica Klemm

Executive Improv Coach

The Bridge Improv Theater



Performer &

Executive Improv Coach

Agenda



- **The Power of Storytelling**
- **Developing our “Why” Stories**
- **The Power of Improv**
- **2 Unique Improv Activities**

**Why should we be telling
stories as part of our
work?**

THE WALL STREET JOURNAL.

Building on the Success of the War on Poverty



In my three months as a senator, I have already seen firsthand that partisan debates in Washington can distract us from uniting around common-sense actions to address our most urgent needs. I always try to remember the old African saying, “When there is a snake in the hut, there is no need to debate its color.”

Two of the interrelated dangers we face today include an underperforming economy and, in everything from health care to criminal justice, the continuing problem of spending too much money and not getting the results we want in return.

Our national investment strategy is hardly a strategy at all. We are failing to invest in areas that not only produce great social returns but also reduce federal spending in the long run. Most glaring of all, we’ve got our priorities wrong: We are failing to maximize the productivity of our greatest natural resource—Our people. Despite what we now know to be the root cause of our most systemic challenges

THE WALL STREET JOURNAL.

A New Direction in the War on Poverty



One day at Pulaski High School in Milwaukee, a fight broke out between two students. The staff separated them, but one of the students, a young woman named Marianna, refused to relent. She continued to fight - now with the staff — and to cause a stir.

Then a call went out over the school radio for “Lulu” to respond. Soon, Marianna began to calm down. Once she arrived, Lulu quickly defused the situation. Of all the people at Pulaski High—all the teachers and administrators—only one person got through to Marianna that day, and it was Lulu.

“Lulu” is Mrs. Louisa, one of five youth advisers in Pulaski High’s Violence-Free Zone program. Along with program head Andre Robinson and site supervisor Naomi Perez, they work as a band of roving mentors. On a typical day, you’ll find them walking the halls in black polo shirts. They help with homework, chat with students, break up fights. Most of them are recent alumni who grew up in the inner

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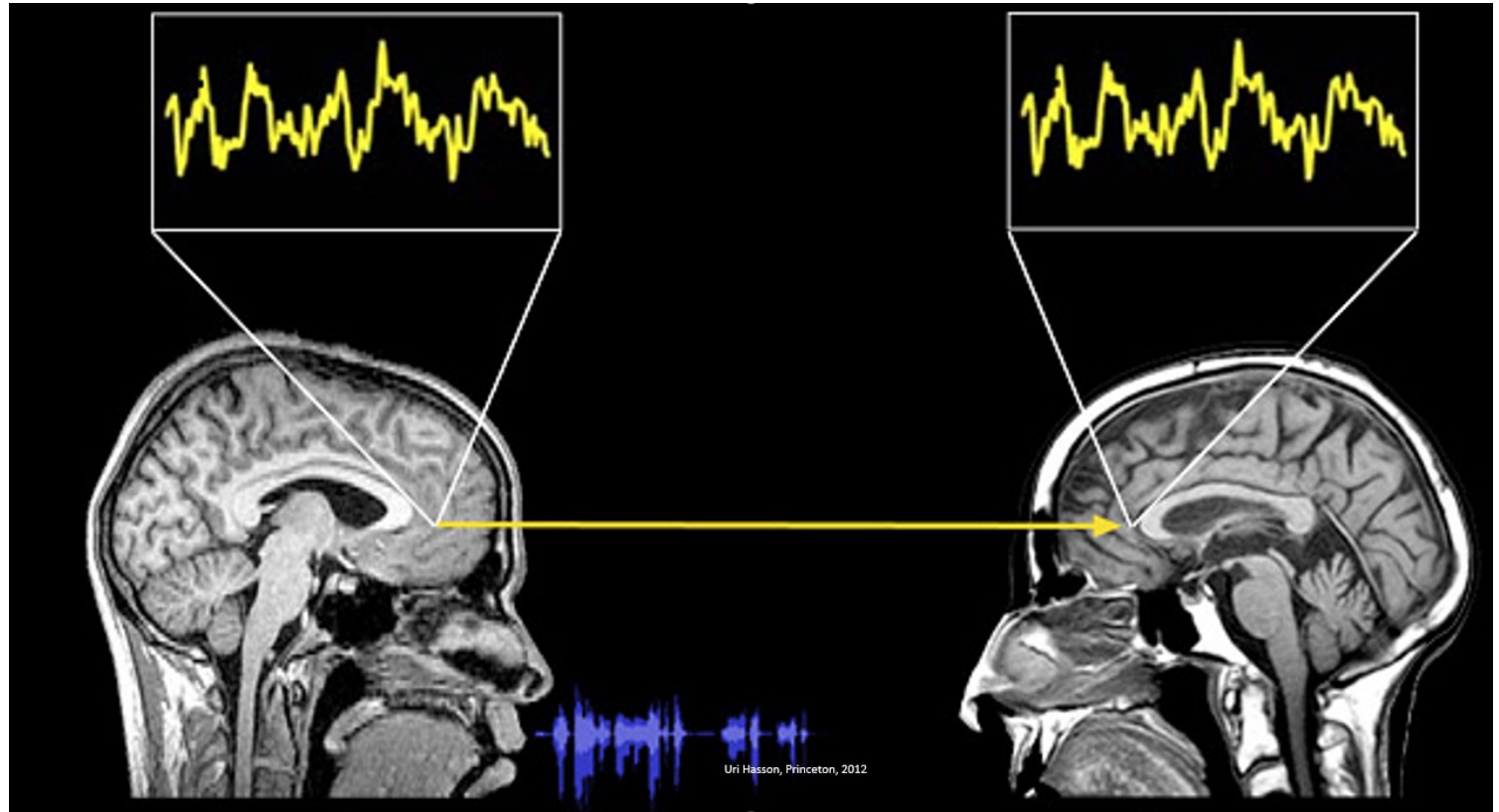
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Let’s talk about them...

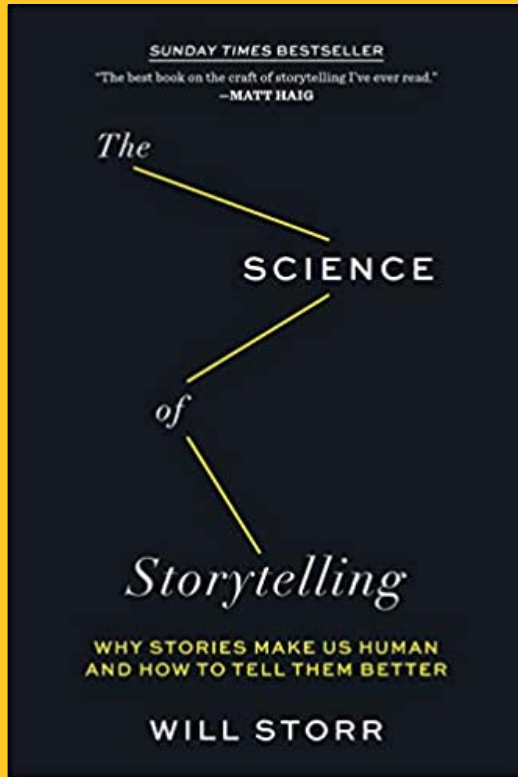
What happens when we tell and hear stories?



Uri Hasson, Princeton, 2012

The Science of Storytelling

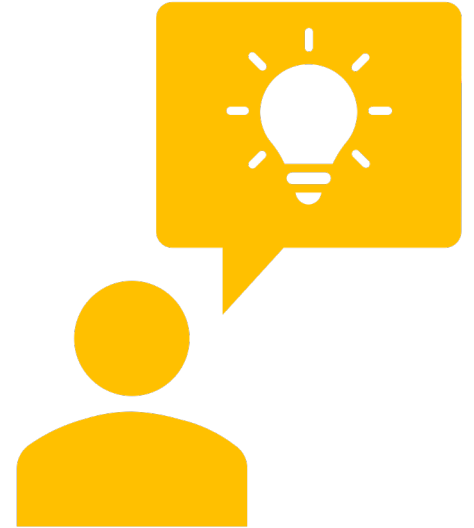
by Will Storr



When we read or hear a story, regions of our brains associated with **"self"** become inhibited.

Psychologists call this state **'transportation'**.

...when we are transported, our **beliefs, attitudes and intentions** are vulnerable to being altered, and that these **alterations can stick**.



Organizations are TELLING STORIES!

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ICONS & INNOVATORS

Jeff Bezos Banned PowerPoint in Meetings. His Replacement Is Brilliant

Narrative memos have replaced PowerPoint presentations at Amazon. Here are 3 reasons.

in f t

By Carmine Gallo | Keynote speaker and author, *Five Stars: The Communication Secrets to Get From Good to Great* | @carminegallo



In his 2018 annual letter, Amazon founder and CEO Jeff Bezos repeated his rule that PowerPoint is banned in executive meetings. What Bezos replaced it with provides even more valuable insight for entrepreneurs and leaders.

In his letter, and in a recent discussion at the F Bezos revealed that "narrative structure" is mo According to Bezos, new executives are in for meetings. Instead of reading bullet points on a silently for about 30 minutes to read a "six-page with real sentences, topic sentences, verbs, and

After everyone's done reading, they discuss the typical PowerPoint presentation for so many minutes



"Stories for Identity" via Southwest

Southwest 

**We won't want to TALK
about telling stories, we
want to TELL stories.**



**What are you
an advocate
for?**

**A moment or
experience that put
you on this path**

6 Word Story

**For sale. Baby
shoes. Never
worn.**



**I got my
PhD. With
dyslexia.**

**Longed for him.
Got him. Shit.**

-Margaret Atwood

**My math
teacher
believed in
me.**

**Won the
lottery.
Here I am!**

-Anca Castillo

**Golden
moments
happen
when we
collaborate.**

-Cary Lopez



**What are you
an advocate
for?**

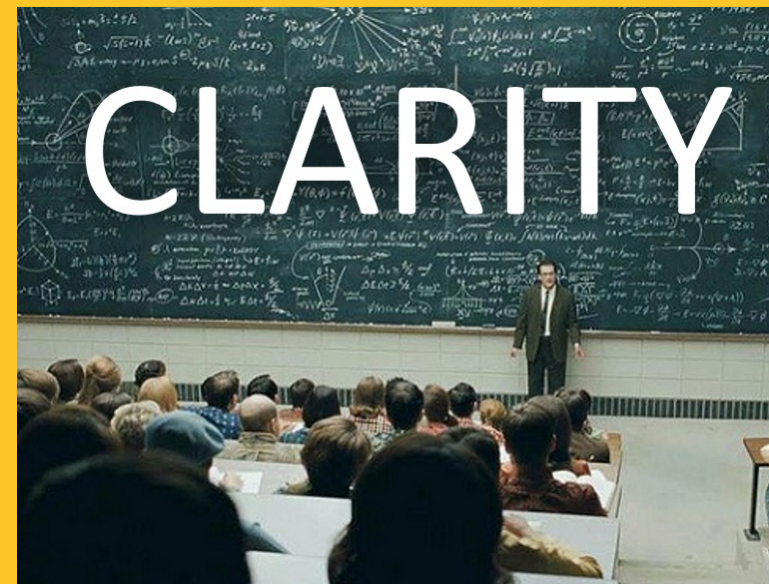
**A moment or
experience that put
you on this path**

**Write your
6-word story.**

Break Out Groups

10 minutes!

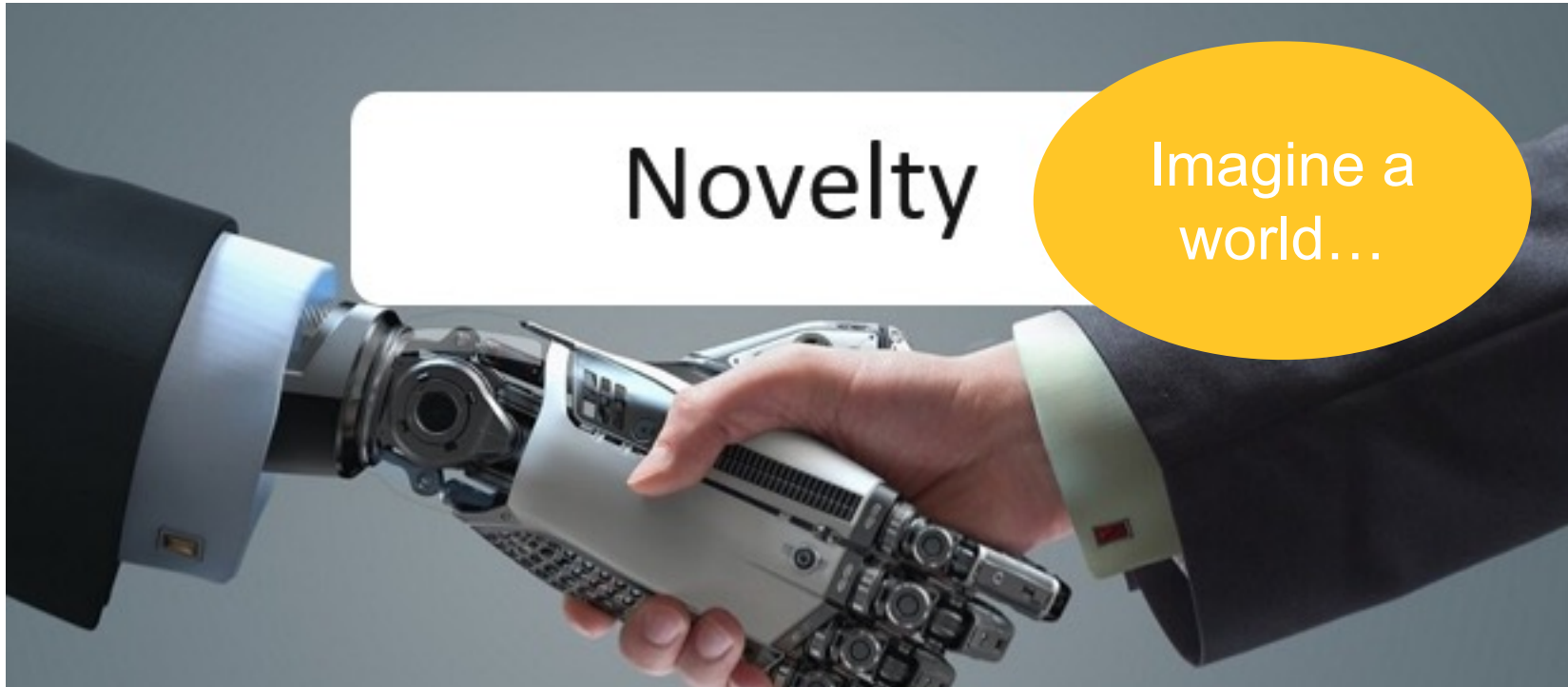
How did that feel?



Difference between
natural storytelling
& **strategic** storytelling!



“Continuity. As people get weary from too much change, they are saying “give me something that won’t change. What can I lean on?” As a leader, you manage continuity by focusing on “the things that won’t change.” This is identity; founding principles; values.



Novelty. This is “the new.” Here you are managing what is possible. Most leaders spend their time thinking about this one!



Transition

Journey,
change, &
learning

***“Transition. This is the journey. This is how we invite people to take action and try new things as they move towards the new. Leaders forget to tell these stories. I think that numerically, these are the stories we should be telling the most... and they’re probably the ones we tell the least!*”**

I will tell about
the time I (or we)...

STORY canvas

FROM
the book
STORY
Sprint!



Situation

So there I was...

(Time, place,
single human
protagonist)



Trouble

I/We wanted...

(Internal or external
desire or goal)



Action

And so...

(A choice)
And then...



Result

Until finally...



But...

(Lack of resources,
external forces,
limiting beliefs...)

Emotional data / somatic memory
I/we Felt...

Mad

frustrated annoyed
defensive
disgusted outraged
offended

Sad

depressed
disappointed
regretful dismayed
disillusioned pessimistic
mournful

Happy

glad overjoyed
relieved
elated
pleased excited
grateful thrilled
content amused
triumphant

Afraid

anxious vulnerable
stressed
nervous cautious
confused

Hurt

betrayed shocked
stunned
aggrieved
abandoned



Insight / Connection:

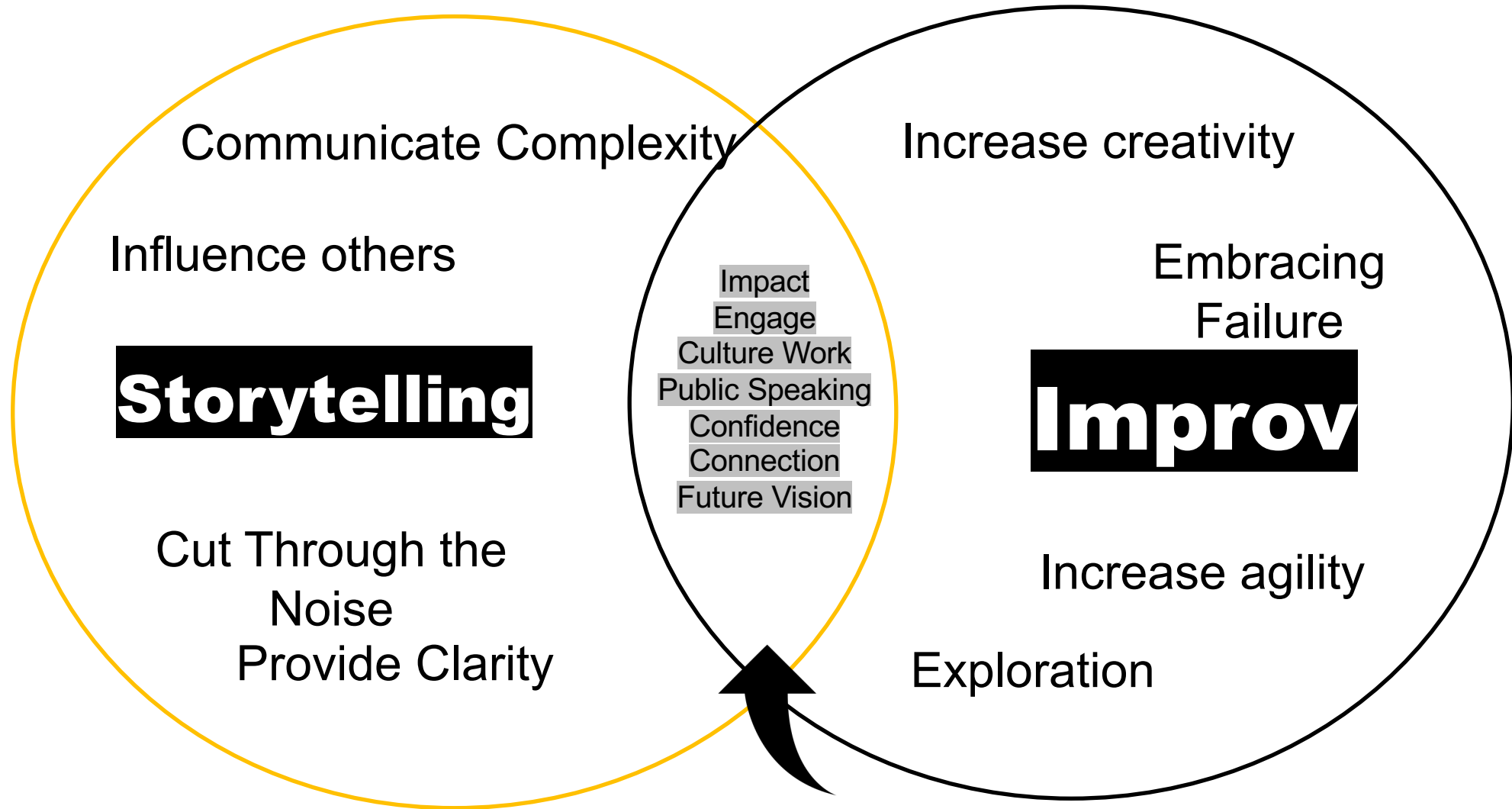
And now we know... / And that's why...

Learn more at
www.StorytellingLeader.com

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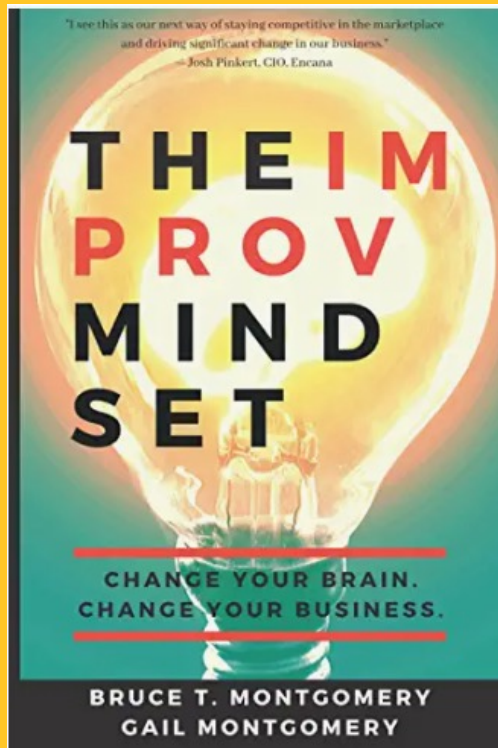


The intersection of Storytelling and Improv



The Improv Mindset

by Bruce & Gail
Montgomery



"There is a little phenomenal part of your brain that **LOVES** to control things....and it is responsible for some amazing things related to executive function such as"..



- Long range planning
- Risk avoidance
- Working memory
- Inhibition
- Morality

Also known as **"THE JUDGE"**



The Judge is great....**EXCEPT** for when you want to think of new ideas or be creative.

**Improv is NOT about
being funny, performing,
or draw attention to
yourself.**

Improv.....



- ➔ **Help you turn off "The Judge"**
- ➔ **Generate more creative & innovative ideas...**
- ➔ **Build a culture of trust, support, creativity, and connection**

Yes, And...

Yes, And

In improv, the rule of “yes, and” naturally banishes judgment and rather encourages us to be curious about the scene and our partner's offers. We even start to accept and laugh alongside our own choices rather than judge and censor ourselves.

One Word Story

“One Word Story” is a great activity to explore “Yes, And”. This activity looks at bringing people together to collaborate, explore, and forgo judgement.

One person at a time, we use one more to build a story focusing on listening, agreeing, and adding on.

Break Out Groups

Once...

We are building a story...

upon...

One word at a time...

a....

Don't over think...don't judge...listen....agree...and add on...

Break Out Groups

5 minutes!

How did that feel?

Happy Accidents...

Happy Accidents

In improv, because we are making everything up, we will inevitably happen upon fun oddities or "mistakes" which are encouraged to be valued and built upon. We celebrate mistakes and embracing our instincts, ideas, and actions.

5 Ways

"5 Ways" is a great activity to explore happy accidents. It forces us to move beyond conventional thinking and explore creative thinking to stumble upon happy mistake and innovative ideas.

Break Out Groups

First group member initiates by pointing at another.

They will enthusiastically and loudly say that other person's name.

Then, the "pointer" asks the chosen person to say 5 things as fast as they can based on a category of choosing: **"Five ways to use a paper clip."**

As the participant names off each one, the rest of the group will enthusiastically shout 1, 2, 3, 4, and then, cheering when 5 have been said.

The person who just named off 5 things will then point to another person and **name a new office item.**

Break Out Groups

5 minutes!

How did that feel?

Improv:

Discovery through play and finding your voice



**Any
Questions?**



Storytelling...

Improv...

Learning more....

Anything else...

Thank you !

Anca Castillo: anca.castillo@yahoo.com

Jessica Klemm: jess.brdigeimprov@gmail.com

Organizational Excellence Community of Practice

new perspectives

new ideas